



Tapestry Segmentation Area Profile

Ranked by Households

Prepared by ARMS

Counties: Baldwin, AL

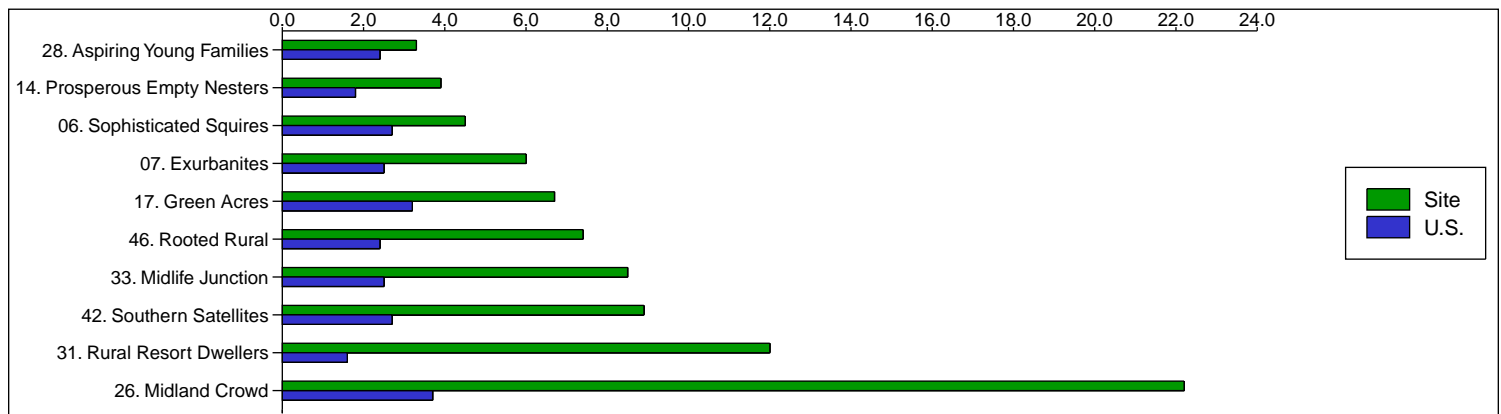
Top Twenty Tapestry Segments

Tapestry segment descriptions can be found at <http://www.esri.com/library/whitepapers/pdfs/community-tapestry.pdf>

Rank	Tapestry Segment	Households		U.S. Households		Index
		Percent	Cumulative Percent	Percent	Cumulative Percent	
1	26. Midland Crowd	22.2%	22.2%	3.7%	3.7%	594
2	31. Rural Resort Dwellers	12.0%	34.2%	1.6%	5.3%	741
3	42. Southern Satellites	8.9%	43.1%	2.7%	8.0%	325
4	33. Midlife Junction	8.5%	51.6%	2.5%	10.5%	343
5	46. Rooted Rural	7.4%	59.0%	2.4%	12.9%	304
	Subtotal	59.0%		12.9%		
6	17. Green Acres	6.7%	65.7%	3.2%	16.1%	209
7	07. Exurbanites	6.0%	71.7%	2.5%	18.6%	241
8	06. Sophisticated Squires	4.5%	76.2%	2.7%	21.3%	167
9	14. Prosperous Empty Nesters	3.9%	80.1%	1.8%	23.1%	214
10	28. Aspiring Young Families	3.3%	83.4%	2.4%	25.5%	139
	Subtotal	24.4%		12.6%		
11	56. Rural Bypasses	2.8%	86.2%	1.5%	27.0%	186
12	43. The Elders	2.8%	89.0%	0.6%	27.6%	448
13	15. Silver and Gold	2.7%	91.7%	1.0%	28.6%	278
14	41. Crossroads	2.2%	93.9%	1.5%	30.1%	143
15	36. Old and Newcomers	1.5%	95.4%	2.0%	32.1%	78
	Subtotal	12.0%		6.6%		
16	13. In Style	1.2%	96.6%	2.5%	34.6%	50
17	50. Heartland Communities	1.2%	97.8%	2.2%	36.8%	58
18	51. Metro City Edge	0.9%	98.7%	0.9%	37.7%	101
19	57. Simple Living	0.7%	99.4%	1.4%	39.1%	47
20	22. Metropolitans	0.5%	99.9%	1.2%	40.3%	41
	Subtotal	4.5%		8.2%		
	Total	99.9%		40.3%		248

Top Ten Tapestry Segments

Site vs. U.S.

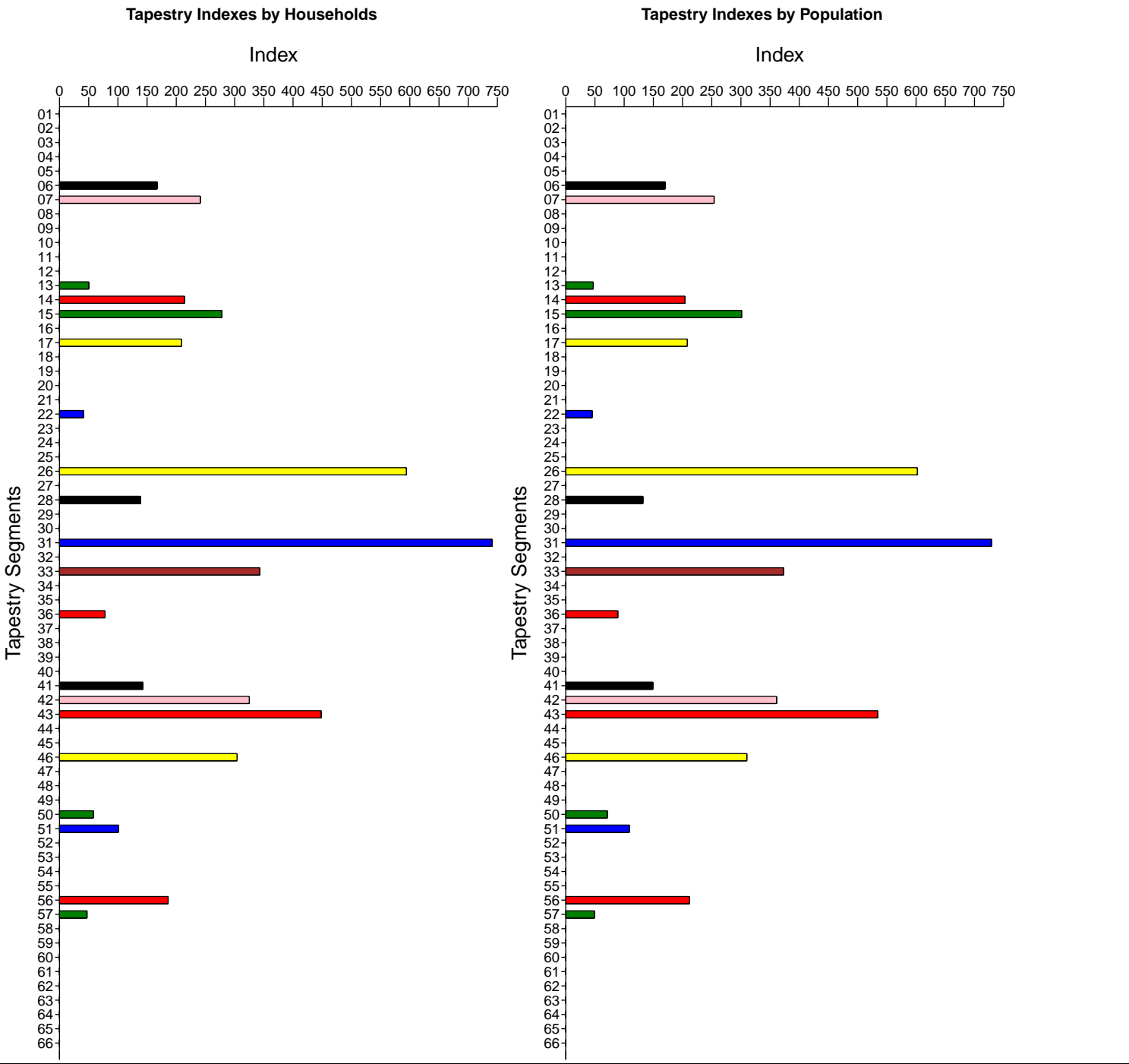


Percent of Households by Tapestry Segment

Source: ESRI



Counties: Baldwin, AL



Source: ESRI



Tapestry Segmentation Area Profile

LifeMode Groups
Prepared by ARMS

Counties: Baldwin, AL

Tapestry LifeMode Groups	2008 Households			2008 Population		
	Number	Percent	Index	Number	Percent	Index
Total	74,261	100.0%		182,156	100.0%	
L1. High Society	7,855	10.6%	84	21,500	11.8%	85
01 Top Rung	0	0.0%	0	0	0.0%	0
02 Suburban Splendor	0	0.0%	0	0	0.0%	0
03 Connoisseurs	0	0.0%	0	0	0.0%	0
04 Boomburbs	0	0.0%	0	0	0.0%	0
05 Wealthy Seaboard Suburbs	0	0.0%	0	0	0.0%	0
06 Sophisticated Squires	3,378	4.5%	167	9,603	5.3%	170
07 Exurbanites	4,477	6.0%	241	11,897	6.5%	254
L2. Upscale Avenues	5,878	7.9%	57	14,542	8.0%	58
09 Urban Chic	0	0.0%	0	0	0.0%	0
10 Pleasant-Ville	0	0.0%	0	0	0.0%	0
11 Pacific Heights	0	0.0%	0	0	0.0%	0
13 In Style	924	1.2%	50	1,981	1.1%	47
16 Enterprising Professionals	0	0.0%	0	0	0.0%	0
17 Green Acres	4,954	6.7%	209	12,561	6.9%	208
18 Cozy and Comfortable	0	0.0%	0	0	0.0%	0
L3. Metropolis	1,068	1.4%	27	2,866	1.6%	30
20 City Lights	0	0.0%	0	0	0.0%	0
22 Metropolitans	363	0.5%	41	811	0.4%	45
45 City Strivers	0	0.0%	0	0	0.0%	0
51 Metro City Edge	705	0.9%	101	2,055	1.1%	109
54 Urban Rows	0	0.0%	0	0	0.0%	0
62 Modest Income Homes	0	0.0%	0	0	0.0%	0
L4. Solo Acts	1,131	1.5%	23	2,467	1.4%	27
08 Laptops and Lattes	0	0.0%	0	0	0.0%	0
23 Trendsetters	0	0.0%	0	0	0.0%	0
27 Metro Renters	0	0.0%	0	0	0.0%	0
36 Old and Newcomers	1,131	1.5%	78	2,467	1.4%	89
39 Young and Restless	0	0.0%	0	0	0.0%	0
L5. Senior Styles	8,380	11.3%	91	17,829	9.8%	94
14 Prosperous Empty Nesters	2,924	3.9%	214	6,259	3.4%	204
15 Silver and Gold	1,973	2.7%	278	4,142	2.3%	301
29 Rustbelt Retirees	0	0.0%	0	0	0.0%	0
30 Retirement Communities	0	0.0%	0	0	0.0%	0
43 The Elders	2,063	2.8%	448	3,898	2.1%	534
49 Senior Sun Seekers	0	0.0%	0	0	0.0%	0
50 Heartland Communities	922	1.2%	58	2,483	1.4%	71
57 Simple Living	498	0.7%	47	1,047	0.6%	49
65 Social Security Set	0	0.0%	0	0	0.0%	0
L6. Scholars & Patriots	0	0.0%	0	0	0.0%	0
40 Military Proximity	0	0.0%	0	0	0.0%	0
55 College Towns	0	0.0%	0	0	0.0%	0
63 Dorms to Diplomas	0	0.0%	0	0	0.0%	0

Source: ESRI



Tapestry Segmentation Area Profile

LifeMode Groups
Prepared by ARMS

Counties: Baldwin, AL

Tapestry LifeMode Groups	2008 Households			2008 Population		
	Number	Percent	Index	Number	Percent	Index
Total	74,261	100.0%		182,156	100.0%	
L7. High Hopes	2,425	3.3%	80	5,452	3.0%	78
28 Aspiring Young Families	2,425	3.3%	139	5,452	3.0%	132
48 Great Expectations	0	0.0%	0	0	0.0%	0
L8. Global Roots	0	0.0%	0	0	0.0%	0
35 International Marketplace	0	0.0%	0	0	0.0%	0
38 Industrious Urban Fringe	0	0.0%	0	0	0.0%	0
44 Urban Melting Pot	0	0.0%	0	0	0.0%	0
47 Las Casas	0	0.0%	0	0	0.0%	0
52 Inner City Tenants	0	0.0%	0	0	0.0%	0
58 NeWest Residents	0	0.0%	0	0	0.0%	0
60 City Dimensions	0	0.0%	0	0	0.0%	0
61 High Rise Renters	0	0.0%	0	0	0.0%	0
L9. Family Portrait	0	0.0%	0	0	0.0%	0
12 Up and Coming Families	0	0.0%	0	0	0.0%	0
19 Milk and Cookies	0	0.0%	0	0	0.0%	0
21 Urban Villages	0	0.0%	0	0	0.0%	0
59 Southwestern Families	0	0.0%	0	0	0.0%	0
64 City Commons	0	0.0%	0	0	0.0%	0
L10. Traditional Living	6,340	8.5%	97	14,985	8.2%	99
24 Main Street, USA	0	0.0%	0	0	0.0%	0
32 Rustbelt Traditions	0	0.0%	0	0	0.0%	0
33 Midlife Junction	6,340	8.5%	343	14,985	8.2%	373
34 Family Foundations	0	0.0%	0	0	0.0%	0
L11. Factories & Farms	8,676	11.7%	123	23,435	12.9%	138
25 Salt of the Earth	0	0.0%	0	0	0.0%	0
37 Prairie Living	0	0.0%	0	0	0.0%	0
42 Southern Satellites	6,582	8.9%	325	17,556	9.6%	361
53 Home Town	0	0.0%	0	0	0.0%	0
56 Rural Bypasses	2,094	2.8%	186	5,879	3.2%	212
L12. American Quilt	32,508	43.8%	470	79,080	43.4%	470
26 Midland Crowd	16,456	22.2%	594	42,043	23.1%	602
31 Rural Resort Dwellers	8,929	12.0%	741	19,412	10.7%	729
41 Crossroads	1,600	2.2%	143	4,291	2.4%	149
46 Rooted Rural	5,523	7.4%	304	13,334	7.3%	310
66 Unclassified	0	0.0%	0	0	0.0%	0

Data Note: This report identifies neighborhood segments in the area, and describes the socioeconomic quality of the immediate neighborhood. The Index is a comparison of the percent of households or population in the area, by Tapestry segment, to the percent of households or population in the United States, by segment. An index of 100 is the U.S. average. Tapestry segment descriptions can be found at <http://www.esri.com/library/whitepapers/pdfs/community-tapestry.pdf>

Source: ESRI



Tapestry Segmentation Area Profile

Urbanization Groups

Prepared by ARMS

Counties: Baldwin, AL

Tapestry Urbanization Groups	2008 Households			2008 Population		
	Number	Percent	Index	Number	Percent	Index
Total	74,261	100.0%		182,156	100.0%	
U1. Principal Urban Centers I	0	0.0%	0	0	0.0%	0
08 Laptops and Lattes	0	0.0%	0	0	0.0%	0
11 Pacific Heights	0	0.0%	0	0	0.0%	0
20 City Lights	0	0.0%	0	0	0.0%	0
21 Urban Villages	0	0.0%	0	0	0.0%	0
23 Trendsetters	0	0.0%	0	0	0.0%	0
27 Metro Renters	0	0.0%	0	0	0.0%	0
35 International Marketplace	0	0.0%	0	0	0.0%	0
44 Urban Melting Pot	0	0.0%	0	0	0.0%	0
U2. Principal Urban Centers II	0	0.0%	0	0	0.0%	0
45 City Strivers	0	0.0%	0	0	0.0%	0
47 Las Casas	0	0.0%	0	0	0.0%	0
54 Urban Rows	0	0.0%	0	0	0.0%	0
58 NeWest Residents	0	0.0%	0	0	0.0%	0
61 High Rise Renters	0	0.0%	0	0	0.0%	0
64 City Commons	0	0.0%	0	0	0.0%	0
65 Social Security Set	0	0.0%	0	0	0.0%	0
U3. Metro Cities I	363	0.5%	4	811	0.4%	4
01 Top Rung	0	0.0%	0	0	0.0%	0
03 Connoisseurs	0	0.0%	0	0	0.0%	0
05 Wealthy Seaboard Suburbs	0	0.0%	0	0	0.0%	0
09 Urban Chic	0	0.0%	0	0	0.0%	0
10 Pleasant-Ville	0	0.0%	0	0	0.0%	0
16 Enterprising Professionals	0	0.0%	0	0	0.0%	0
19 Milk and Cookies	0	0.0%	0	0	0.0%	0
22 Metropolitans	363	0.5%	41	811	0.4%	45
U4. Metro Cities II	3,556	4.8%	44	7,919	4.3%	44
28 Aspiring Young Families	2,425	3.3%	139	5,452	3.0%	132
30 Retirement Communities	0	0.0%	0	0	0.0%	0
34 Family Foundations	0	0.0%	0	0	0.0%	0
36 Old and Newcomers	1,131	1.5%	78	2,467	1.4%	89
39 Young and Restless	0	0.0%	0	0	0.0%	0
52 Inner City Tenants	0	0.0%	0	0	0.0%	0
60 City Dimensions	0	0.0%	0	0	0.0%	0
63 Dorms to Diplomas	0	0.0%	0	0	0.0%	0
U5. Urban Outskirts I	0	0.0%	0	0	0.0%	0
04 Boomburbs	0	0.0%	0	0	0.0%	0
24 Main Street, USA	0	0.0%	0	0	0.0%	0
32 Rustbelt Traditions	0	0.0%	0	0	0.0%	0
38 Industrious Urban Fringe	0	0.0%	0	0	0.0%	0
48 Great Expectations	0	0.0%	0	0	0.0%	0

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Total	74,261	100.0%		182,156	100.0%	
U6. Urban Outskirts II	1,203	1.6%	31	3,102	1.7%	32
51 Metro City Edge	705	0.9%	101	2,055	1.1%	109
55 College Towns	0	0.0%	0	0	0.0%	0
57 Simple Living	498	0.7%	47	1,047	0.6%	49
59 Southwestern Families	0	0.0%	0	0	0.0%	0
62 Modest Income Homes	0	0.0%	0	0	0.0%	0
U7. Suburban Periphery I	13,676	18.4%	118	33,882	18.6%	115
02 Suburban Splendor	0	0.0%	0	0	0.0%	0
06 Sophisticated Squires	3,378	4.5%	167	9,603	5.3%	170
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14 Prosperous Empty Nesters	2,924	3.9%	214	6,259	3.4%	204
15 Silver and Gold	1,973	2.7%	278	4,142	2.3%	301
U8. Suburban Periphery II	8,403	11.3%	117	18,883	10.4%	114
18 Cozy and Comfortable	0	0.0%	0	0	0.0%	0
29 Rustbelt Retirees	0	0.0%	0	0	0.0%	0
33 Midlife Junction	6,340	8.5%	343	14,985	8.2%	373
40 Military Proximity	0	0.0%	0	0	0.0%	0
43 The Elders	2,063	2.8%	448	3,898	2.1%	534
53 Home Town	0	0.0%	0	0	0.0%	0
U9. Small Towns	2,522	3.4%	70	6,774	3.7%	82
41 Crossroads	1,600	2.2%	143	4,291	2.4%	149
49 Senior Sun Seekers	0	0.0%	0	0	0.0%	0
50 Heartland Communities	922	1.2%	58	2,483	1.4%	71
U10. Rural I	30,339	40.9%	361	74,016	40.6%	358
17 Green Acres	4,954	6.7%	209	12,561	6.9%	208
25 Salt of the Earth	0	0.0%	0	0	0.0%	0
26 Midland Crowd	16,456	22.2%	594	42,043	23.1%	602
31 Rural Resort Dwellers	8,929	12.0%	741	19,412	10.7%	729
U11. Rural II	14,199	19.1%	248	36,769	20.2%	267
37 Prairie Living	0	0.0%	0	0	0.0%	0
42 Southern Satellites	6,582	8.9%	325	17,556	9.6%	361
46 Rooted Rural	5,523	7.4%	304	13,334	7.3%	310
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